

31TH INTERNATIONAL AGRICULTURAL
TECHNOLOGY FAIR IN ACTION



THE STRENGTH OF OUR ROOTS

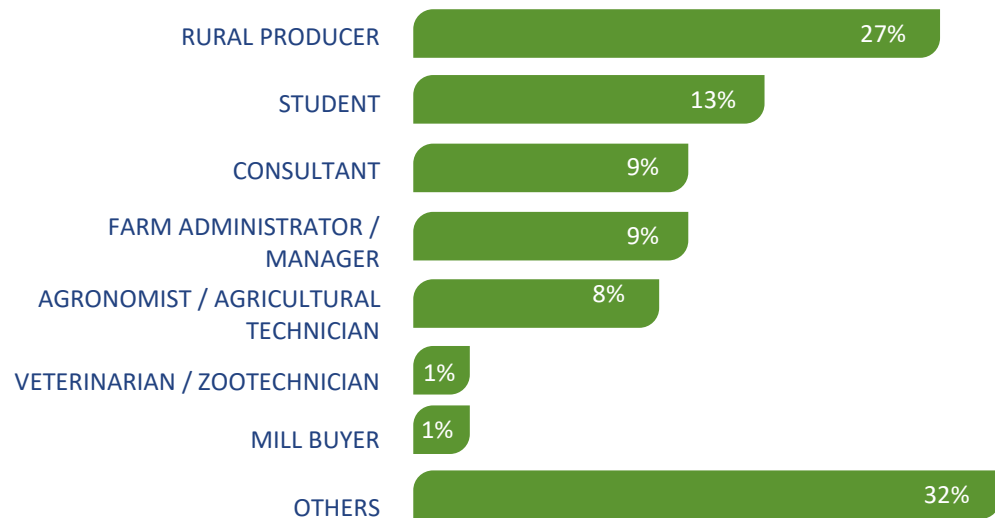


Media and merchandising

APRIL 27 **2 0 2 6**
TO MAY 1 **8A.M - 6P.M**
RIBEIRÃO PRETO • SP • BRAZIL

Audience at the physical event

Sectors of activity



Female
27%



Male
73%



Social Media Audience Profile

Combined, the Agrishow website and Agrishow Digital channel reach:



+ 470,000 followers

+ 2.1 million page views on the event website

+ 370 thousand visits to the content platform

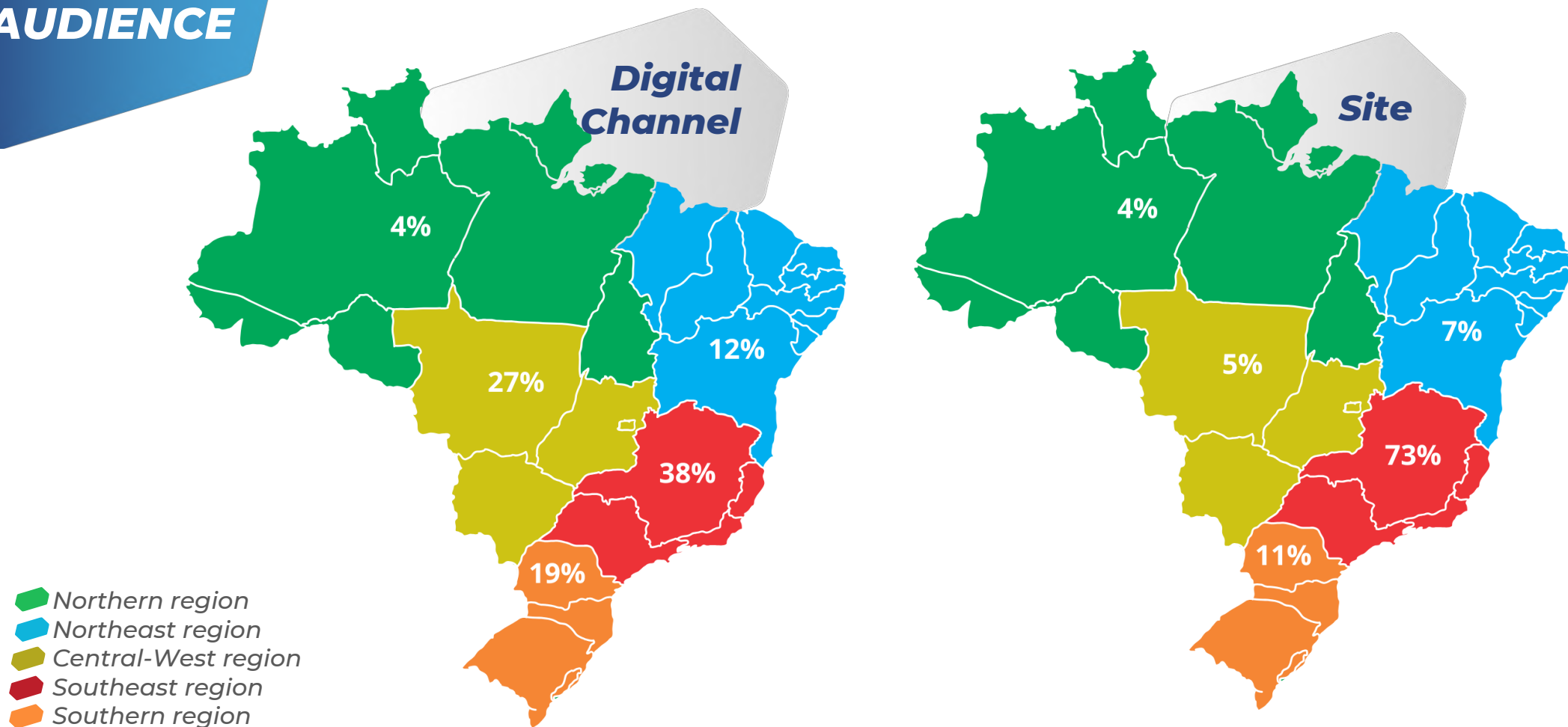
+ 320 thousand contacts

Updated May 2025



**QUALIFIED AND
DIVERSIFIED**

AUDIENCE



Period analyzed: from 5/1/2024 to 4/30/2025

MEDIA

Qualified content

Investing in quality content to help with purchasing decisions is an effective way to engage your target audience and expand your network of customers and potential customers. This is achieved by offering relevant and valuable information that attracts, engages, and generates value for people, creating a positive perception of your brand and, thus, boosting sales.

Segmented audience

With over 30 years of experience in the trade show industry, we understand our audience well and specialize in producing content to meet the needs of our visitors seeking solutions for their businesses. 365 days a year, we act as a bridge between your company and your B2B customers.

Purchase decision support

We monitor our audience's profile and needs to keep them informed about the trends, innovations, and developments shaping the future of the market. Whether online or at our trade shows, creativity fuels special projects that bring buyers and sellers together through exclusive, relevant, and technical content.

DIGITAL CHANNEL

HAS:

- Participation of sponsor spokespersons;
- Link to the sponsor's website;
- Logo on the cover and contact page;
- Delivery of a file with leads generated during the campaign period (shared after user acceptance, in accordance with our data policy);
- 30-day campaign on our social media and digital channels to maximize the reach of the material.

Ideal for customers who want:

- Branding
- Launching products
- Reaching new audiences

Digital products

WHITE PAPER

The material presents a topic in a technical manner, supported by research or results, featuring the sponsor and a recommended market expert.

WHY?

- A white paper showcases your brand's know-how on a specific subject to a qualified audience;
- This content helps increase brand recall and also generate leads;
- A complex technology or piece of equipment that will be showcased at the event can be introduced in the white paper to warm up the audience before the physical event.

Includes:

Interview with a brand spokesperson to provide insights to the journalist (optional)

Text creation by a journalist specialized in the sector, with the brand's visual identity

15 to 30-day campaign on our social media (sponsored dark posts)

WE RECOMMEND THAT THE CONTENT PRODUCTION BE CARRIED OUT BY THE INFORMA TEAM

INFOGRAPHIC

The material presents a complex topic or set of data through visual aids, aiming to simplify understanding.

WHY?

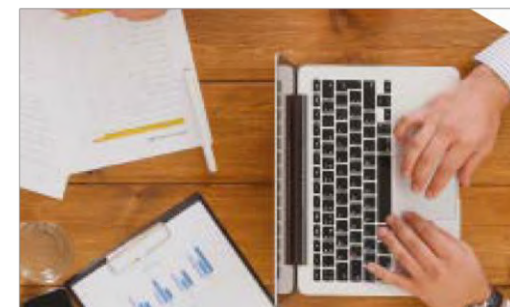
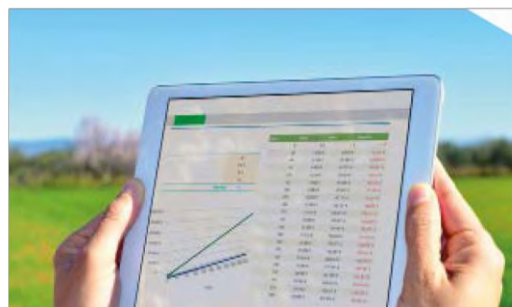
- Infographics make communication more intuitive and easier to consume;
- This content helps increase brand recall and also generate leads;
- It has a high potential to go viral due to the quick consumption of information and the use of illustrations.

E-BOOK

The material presents an overview of a specific topic featuring the sponsor and a market expert.

WHY?

- The e-book allows your brand's message on a specific topic to be reinforced to a qualified audience;
- This content helps increase brand recall and also generate leads;
- The main theme of your participation in the event can be introduced in the e-book to warm up the audience before the physical event.



DIGITAL CHANNEL

Ideal for customers who want:

- Branding
- Launching products
- Reaching new audiences

Interview with executive (in text format)

An executive from the sponsoring brand is exclusively interviewed to share insights on market perspectives, innovations, and solutions.

INCLUDES:

- Executive's photo featured in the main image;
- Link directing to the sponsor's website;
- 14-day campaign on our social media and digital channel to boost the reach of the content.

WHY?

- Establishes and promotes the executive's thought leadership on a relevant topic to a qualified audience;
- Open-access publication, with no registration required, making it easy to consume;
- Generates quick brand recognition.

*Published on the Agrishow Digital content channel

*This product does not generate leads

Conectividade no campo: desafios e oportunidades
JUN 28, 2023



Hereford: antiga, dócil e com alta eficiência produtiva
JUN 28, 2023

Drones para agricultura: regras simplificadas prometem um "boom" no campo
JUN 25, 2023

Incentivos e certificações sustentáveis: como podem beneficiar produtores rurais?
JUN 19, 2023

"O agro conectado é mais produtivo e inclusivo": confira entrevista de Alexandre Dal Forno, do ConectarAGRO, para o Agrishow Digital



Article

Text-based content showcasing the sponsor's expertise in a specific area, while promoting a product or service.

An article or news piece about your brand or product published on the largest agribusiness portal in Latin America and shared with the event's audience. [Click here.](#)

INCLUDES:

- Testimonial from the sponsor;
- Photo or video of the product/service;
- Link directing to the sponsor's website;
- 14-day campaign on our social media and digital channel to boost the content's reach.

WHY?

- Open-access publication, with no registration required, making it easy to consume;
- Generates quick brand recognition.

*Published on the Agrishow Digital content channel

*This product does not generate leads

CONTEÚDO PATROCINADO

Como se faz a transformação do plástico em produtos agropecuários?



Artigo +Native 50k

Sponsored content package for the Agrishow digital portal, with the option to boost the article's visibility through Native by Informa, promoting distribution across additional web channels.

Includes:

Publication of the sponsored content on the Agrishow digital portal. Visibility amplification through Native by Informa across various web channels.

Strategy focused on increasing visibility ahead of the event.

Why:

Maximizes exposure through a complementary Native campaign.

20

Monthly quotas



Eficiência energética: o diferencial para a produção rural

Eficiência energética no agronegócio é mais do que economia: é competitividade, autonomia e sustentabilidade para o produtor rural brasileiro.

Eficiência energética | Sponsored

Saiba Mais



HAS:

- 30-day advertising period; image changes are not possible;
- High brand recognition and conversion;
- Possibility of using static or animated messages (GIF);
- Requires sending a destination link;
- Rule: 3 customers per month, rotating banner.

Super Banner

Banner placement featuring your product or service offers on the homepage of the digital channel, including both desktop and mobile versions. The banners will redirect users.

WHY?

- Delivers your message clearly and quickly;
- Click-through redirects users to the sponsor's website.

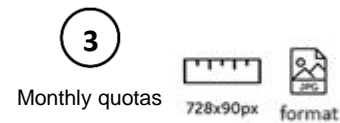


Floor Banner

Opportunity for fixed banner placement at the bottom of the digital channel window. The message remains visible as the user scrolls down the page.

WHY?

- Delivers your message clearly and quickly;
- Click-through redirects users to the sponsor's website.



Rectangle Banner

Placement of banners featuring your product or service offers on the homepage of the digital channel, including both desktop and mobile versions. The banners will direct users to a specific page on your brand's website.

WHY?

- Delivers your message clearly and quickly;
- Click-through redirects users to the sponsor's website.



Invitation video*

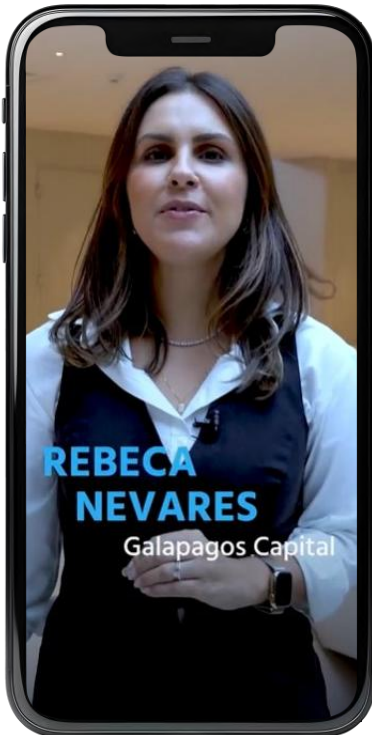
Invitation for Visitors + Brand/Product Promotion – Pre-Event Video

- The video will be shown on all Agrishow social media platforms;
- The video must be recorded by the exhibitor in vertical format, with your brand in the background;

*This action will run from March to April.

50

Quotas



Reels at the booth

Booth Video Recording – Up to 3 Minutes

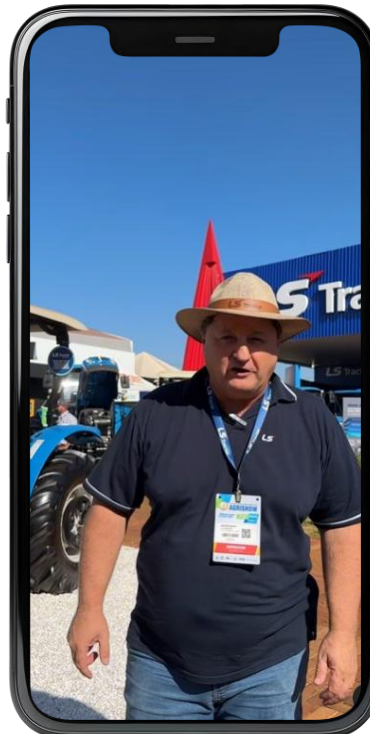
A short video (up to 3 minutes) will be recorded at the exhibitor's booth, highlighting the sponsor brand's latest innovations. The video will be published on Instagram during the event.

INCLUDES:

- Participation of a brand spokesperson
- Mention of the booth location

WHY?

- Increases brand recall
- Draws attention to products/services showcased during the event



TBT

A post-event carousel with booth photos will be shared as a TBT (Throwback Thursday) on Agrishow's official social media feed.

INCLUDES:

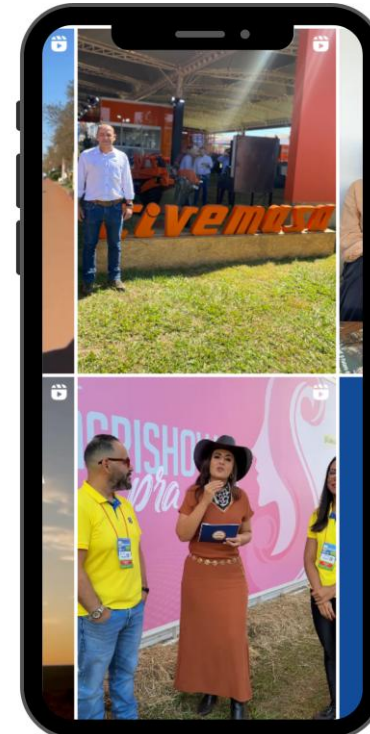
- Publication on Agrishow's social media feed on the Thursday following the event, with a caption highlighting your participation in the fair
- Collab post and @mention of the exhibitor in the caption

WHY?

- Provides space to showcase and reinforce your brand's participation
- Reminds visitors of the equipment and technologies presented at your booth

15

Quotas



Executive interview (at the booth)

Executive Interview – Sponsor Brand (5 to 10 Minutes)

An executive from the sponsor brand is interviewed and filmed for 5 to 10 minutes during the event. The video may be published during the event on Agrishow's official YouTube channel.

INCLUDES:

- Opening intro animation
- On-screen text with the executive's name and title
- Promotional campaign on our social media channels to boost post-event reach

WHY?

- Strengthens and promotes the sponsor brand's leadership in the industry
- Highlights market trends and the brand's innovative solutions

30

Quotas



Entrevista | Coplacana



Analytics

Editar vídeo

7

Compartilhar

...

Featured exhibitors

Product Recording at the Exhibitor's Booth – "Highlights of the Day"

Product-focused video recording at the exhibitor's booth, showcasing new launches and special offers. The video will be published at the end of the day on Instagram and YouTube, as part of the "Highlights of the Day" series.

FORMAT:

- Non-exclusive, up to 30 seconds per company
- 2 videos per day – featuring 5 companies in each

INCLUDES:

- Video editing and narration
- Exclusive intro animation for each featured exhibitor
- Delivered during the event

WHY?

- Increases brand recall
- Attracts attention to the exhibitor's products, services, and special deals showcased during the event



Expositores em Destaque do 4º dia da Agrishow 2024!



Analytics

Editar vídeo

39

Compartilhar

Promover

...



Executive interview (remote video)

A sponsor brand executive is interviewed for 5 to 10 minutes on video to enhance the visibility of the brand and/or lead generation material (e.g., an e-book). The video is published on Agrishow's digital channel.

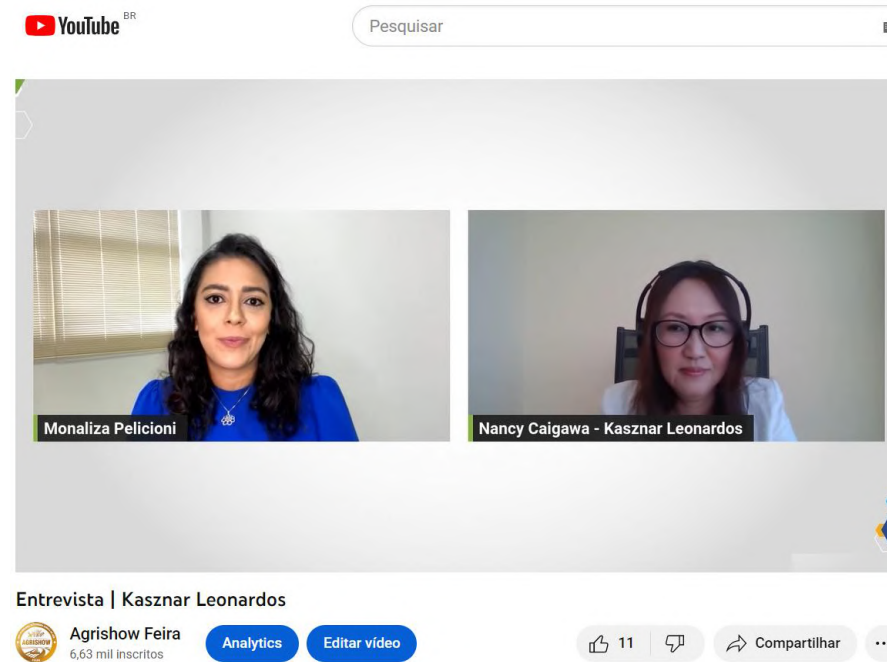
INCLUDES:

- Video editing with the insertion of:
 - Opening screen with the sponsor's logo;
 - Text displaying the executive's name;
 - Closing screen with the sponsor's logo and website.
- Social media campaign on our channels to reach more interested viewers.

WHY?

- Establishes and promotes the sponsor brand's leadership on a topic
- Presents market trends and the brand's solutions
- Helps increase brand recall

*Recording done via StreamYard.



Social by Informa – ESG SPONSORED POST INSTAGRAM AND FACEBOOK

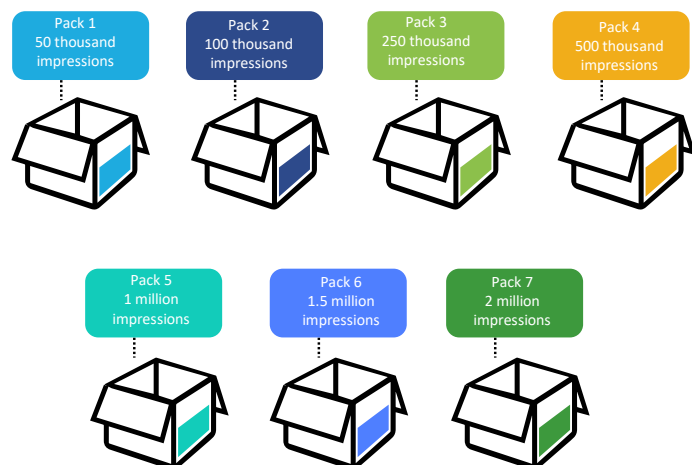
These ads leverage the social characteristics of the internet to target a specific audience. Promote your brand effectively with Social, Informa Markets' new product, which extends audience reach via 1st party data through the social media profiles of Informa's products, combining audience information from in-person events, digital channels, content platforms, and social networks.

INCLUDES:

Publication of banners as sponsored dark posts on the event's Facebook and Instagram.
Link directing to the website chosen by the brand.
Dashboard with results 5 days after the campaign ends.

WHY:

- Our solution will spread your campaign across the entire web network.
- An excellent "top of funnel" solution, also known as the awareness phase and the first stage of the sales funnel.
- Generates quick brand recognition.



By purchasing an ESG product, the client instantly donates a percentage of the purchased impressions to promote banners for a social institution in the sector. This means that by acquiring a package, two campaigns will be run: one to promote the brand and another to promote the institution.

Advantages:

Supports a social cause
Exhibitor's logo featured on the event's sustainability landing page as a supporter of sustainable initiatives
Receives a post to share that they are participating in a sustainability action linked to the event they attend



Social media

WHY:

- Our solution will spread your campaign across the entire web network.
- A great “top of funnel” solution, also known as the awareness phase and the first stage of the sales funnel.
- Generates quick brand recognition.

ADS By informa ESG GOOGLE AD - Banner

Distribute your brand’s banners across numerous websites visited by Agrishow’s online audience and win in the digital environment. The banners reach the audience that accesses the event’s channels while browsing the internet, communicating directly and persistently with this qualified base, driving interested users to your brand’s website.

INCLUDES:

- Publication of banners in IAB formats across the web.
- Link directing users to the sponsor’s website.
- We provide a dashboard so you can monitor the results.

Available information includes: banner campaign period, impressions, clicks, CTR, and top 10 channels where banners were displayed.

Digital products

Native ESG by informa GOOGLE AD - Message

Native Ads campaigns expand your message through article-format ads on the Google Display Network targeting the Agrishow audience.

INCLUDES:

- Promotion of the brand’s article or landing page via IAB banners across the web.
- Link directing to the brand’s article or landing page.
- Dashboard with results 5 days after the campaign ends (information includes: banner campaign period, impressions, clicks, CTR, top 10 channels where ads were displayed, creative performance, demographic data).
- 15-day campaign on the Google Display Network, using the event’s audience (+00 qualified contacts used for targeting).

Impressões		1 million	1,5 million	2 million
Campaign duration	15 days	15 days	15 days	15 days
Setup, Execution and Optimization	-	-	-	-
Final campaign report	-	-	-	-
Squares	2	3	5	5

The screenshot shows the CNN Brasil website interface. At the top, there's a navigation bar with 'Ao vivo', 'Política', 'Economia', 'Esportes', 'Pop', and 'Viagem & Gastronomia'. Below the navigation bar, there's a main article titled 'Especialista alerta sobre risco de taxaço de fundos agro e imobiliário' with a date of '02/07/2024 às 21:32'. Below the article, there's a native ad for 'Falconi' titled 'Avalie o Agronegócio' with a 'Participar' button.



DATA COLLECTOR LEADSTER

What is it?

A mobile app for your company's team to collect information from the badges of contacts who visited your booth during the fair.

Export contacts anytime.

How does it work?

You download the event platform's app and capture online data from the badges of visitors who came to your booth;
You rate the visitor from 1 to 5 stars to identify lead potential;
You can access the data in real time;
Unlimited users.



DATA COLLECTOR PLUS LEADSTER +

What is it?

Qualified lead capture after the event for those who did not visit your booth but have a 5-star profile rated by your company. *Click here.*

How does it work?

You collect contacts who visited your booth using Leadster and rate them from 1 to 5 stars;
We analyze the collected data and, based on your 5-star ratings, contact via WhatsApp visitors who didn't come to your booth but have a top-rated profile;
We send a personalized message from your company to the qualified visitors. We filter users who respond with interest in doing business with your company;
We deliver a list of visitors (name, company, contact) who responded positively for your brand to generate business.



HAS:

- 30-day advertising period; image changes are not possible;
- High brand recognition and conversion;
- Ability to use static or animated messages (GIF);
- A destination link must be sent;
- Rule: 3 clients per month, rotating banner.

Super Banner

The Super Banner is the most prominent format on the event's homepage, making it the ideal format to promote your major launches and marketing strategies during the fair.

With each page refresh, one banner from the package will be displayed.



Half page Banner

Located in the top right corner of the website homepage, this is a highly effective placement for your brand and products.

With each page refresh, one banner from the package will be displayed.



Rectangle Banner

I, II & III

Located in the central area of the website homepage, these are excellent for customizing and complementing your promotional campaign for fair visitors.

With each page refresh, one banner from the package will be displayed.



Registration page Banner

It is the ideal format to announce your presence at the fair and draw attention to your brand.

Campaign period: 90 days, from February to April



APP

Digital products

APP Agrishow Sponsor

Take advantage of the visibility opportunity for your company within the Agrishow app and showcase your brand while engaging and interacting with your customers.

	Master	Visibility
Timeline post	5	1
Push notification	5	1
Logo on the Map	1	1
Banner 300x250	1	
Priority in Search	1	1

Prior scheduling is required to guarantee a spot in the publication schedule.

5

Master quota

10

Visibility quota

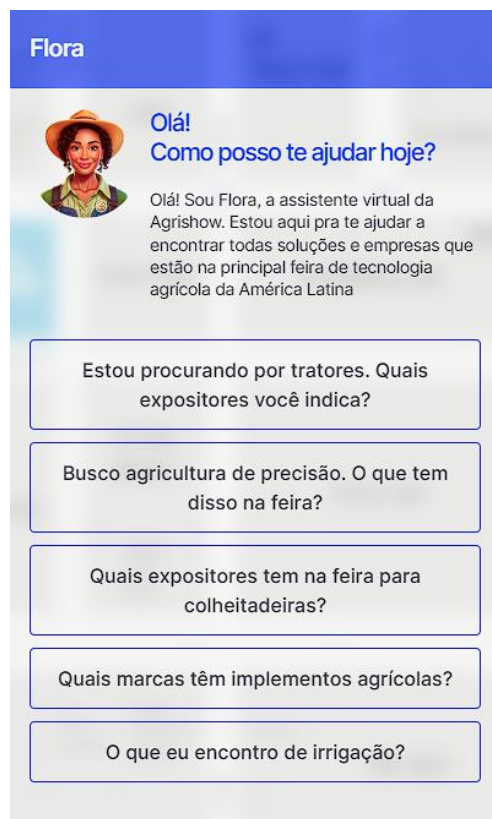


APP

Flora- Assistente AI

This virtual assistant, available within the event platform, is an advanced solution designed to optimize the visitor journey by offering personalized recommendations of companies and products.

Whenever a visitor searches for the keyword purchased by the exhibitor, the first result will be the sponsored company's suggestion.



Digital
products

Push

Push notification message within the event platform, during the event days. An opportunity to remind and update visitors.

Includes:

Message of up to 160 characters



Insertion of note in the email (content)

Sent periodically to exhibitors and visitors, the newsletter is a great opportunity to stay in touch with your customer throughout the year.

INCLUDES:

Text content to promote an article, e-book, or white paper,
Links directing to the sponsor's website or to an article/e-book,
May include an image.

WHY?

Enhances the promotion of the client's content.
Generates click-throughs to the sponsoring brand's website.



Advance scheduling is required to guarantee space in the publishing schedule.

Banner on e-mail

Email marketing banner for visitors

For those looking to promote high-impact initiatives, the digital banner is ideal, as it stands out in the trade show's email marketing sent to visitors with sector news and updates. Your brand will gain visibility through a highlighted digital banner, linked directly to your company's website. You can promote products and services while showcasing your initiatives to the market.

INCLUDES:

600x140px banner

Non-exclusive placement

Click-through links to the sponsor's website

WHY?

Communicates a message clearly and quickly

Drives traffic to the sponsoring brand's website

Over 120,000 qualified contacts receive the Agrishow email marketing



Advance scheduling is required to guarantee space in the publishing schedule.



MERCHANDISING

MAIN ADVANTAGES

- Strengthen your brand among event visitors;
- Promote your location at the event;
- Attract more clients to your booth;
- On-site merchandising actions can increase booth traffic by over 100%.

Out audience*
197.000
visitors

*In 2025

Pocket Map

- Most requested material at the fair;
- Drives more traffic to your booth;
- Strategic on-site communication;
- High number of visitors reached;
- Brand activation.

Advertisement on the back of the pocket map distributed at the event.

NOTE:

- Artwork provided by the sponsor;
- Ad must be delivered by: March 20.

PRINT RUN:

Minimum of 20,000 units.



Information desk 3 ENTRANCES

Brand exposure at the information desks located at the North, South, and East entrances.

- Distribution of sponsor's flyers;
- Authorization to uniform receptionists.

QUANTITY:

03 branded counters — one at the North gate, one at the South gate, and one at the East gate.

06 receptionists — 2 at each counter.

Deadline for logo submission: March 27.



Logo on the layout FIND YOUR LOCATION

Placement of 1 logo highlighting your location on up to 8 map units distributed throughout the fair.

PERIOD:

During the event.

Logo must be sent in vector format (EPS or AI) to the Informa Markets Customer Success team.

Size of the "find your location" map

3,14 x 2,22 m



QUANTITY:

Up to 14 logos on the Outdoor Map

Up to 10 logos on the Agro Solutions Arena Map

Deadline for logo submission: March 27.



Note: Counter and reception production handled by Informa.

Press

Press Release Panel

Header banner on the press release panel

The exhibitor must provide the artwork – dimensions: 4 x 0.5 m

Artwork submission deadline: March 27.



Tv's in the press room

One 42-inch TV in the press room (reception area) displaying sponsor content

FORMAT: MP4 video, up to 30 seconds long (no sound)

AVAILABILITY: 3 quotas



Gift for the press (exclusive quota)

Authorization for the kit (gift) that will be made available to journalists in the press room.

Banner

Inclusion of banner at the reception of the press room.

Counter (exclusive quota)

Sticker on the reception desk of the press room. Production and application of the stickers are the sponsor's responsibility.



Right Time (exclusive quota)

Right time sponsorship on Rádio Agrishow.
Sponsor mention every hour.
Throughout all days of the event.



Weather forecast

Sponsorship of the weather forecast on Rádio Agrishow (morning and afternoon).
Includes a 10-second sponsor slogan mention, followed by the weather forecast and a 30-second spot produced by the sponsor.
During the event.

QUANTITY:

20 insertions throughout the 5 days of the event.



Interview

One 3-minute interview broadcast live on Agrishow Radio during the event.

Briefing provided in advance by the organizer.
Early booking has scheduling priority.

8

Quotas, 1 per company



Advertisement Placement

Advertisement/spot production is the responsibility of the advertiser.

QUANTITY:

30 insertions throughout the 5 days of the event.



Sponsorship of Solar Charging Station for visitor use.

EXCLUSIVE QUOTA



The exhibitor is authorized to install banners or a totem with a QR code to promote their brand.

- The event organizer is responsible for installing the solar charging stations.
- Up to 5 charging stations will be placed throughout the fair.
- The exhibitor will receive one daily mention on Agrishow Radio highlighting the sponsorship and the brand's position on the topic of sustainability.

The action must be previously approved by the event management.





“Hydrate at Agrishow” Sponsorship

Sponsorship of Water Fountain Units

- Company brand displayed on the front of the water fountain (artwork provided by the sponsor)
- Informa is responsible for installing the water fountains
- 2 water fountain units per restroom and 2 units in the Central Plaza
- The exhibitor is authorized to distribute eco-cups at the sponsored water fountain (promoter provided by the sponsor)

Deadline for logo submission: March 27.



Sponsorship Electric Cart for People with Disabilities (PWD)



Branding application on 3 electric carts for people with disabilities (PWD) during the 5 days of the event, supporting sustainability.

Exhibitor provides the artwork.
Dimensions: 0.90m x 0.30m



Rest Area



Authorization to set up the rest area (hammocks, poufs, etc.) featuring the sponsor's brand.

The project must be pre-approved by the organizer.
Includes 10 event access credentials.



Sustainable Actions



Agrishow will support exhibitors presenting sustainable action projects at the fair.

The project must be pre-approved by the organization.



Electric Cart Sponsorship EXHIBITORS



Authorization for the use of an electric cart during the event.

- Available only for exhibitors with an area equal to or greater than 1,800 m²
- Rental, driver, and cart branding (wrapping) are the responsibility of the exhibitor.



Bus sponsorship In the Yellow Parking Lot (visitors)



Transportation from the yellow parking lot to the entrances of the fair.

Authorization for branding on up to 3 surfaces (2 sides + rear window) + illuminated sign on the bus, alternating with the event name.

Authorization for the distribution of giveaways and promotional materials during bus boarding.
Examples: bags, pens, caps, water, among others.

Production of the banner/sticker, uniforms, and giveaways is the responsibility of the client.

This action requires approval from the event management. Dimensions will be provided by the Agrishow team.



6

Quotas = 3 bus

Female and male toilets

Authorization to install sunscreen and hand sanitizer dispensers in all restrooms;
Possibility to brand the area above the dispenser with stickers;
Production/supply/installation of sunscreen and stickers is the sponsor's responsibility;
Size: 60 cm height x 35 cm width



Female toilet

MIRROR QUOTA

Space for a printed sticker with the exhibitor's logo, placed above or below the mirrors in the 8 women's restrooms.

Production and application of the stickers are the sponsor's responsibility.



Dimensions:
0.60 m width x 0.15 m
height



= 15 stickers each
bathroom

TOILET DOOR QUOTA

Possibility to apply stickers on the doors of the stalls in the women's restrooms.

Production and application of the stickers are the sponsor's responsibility.



Male toilet

MIRROR AND URINALS QUOTA

- Space for printed stickers with the exhibitor's logo to be placed above or below the mirrors in the 8 men's restrooms.
- Production and application of the stickers are the sponsor's responsibility.

TOILET DOOR QUOTA

- Possibility of placing adhesive branding between the stall doors in the men's restrooms.
- Production and application of the stickers are the sponsor's responsibility.



 Dimensions:
Contact us

1 = 15 stickers each
toilet

Toilets

ADVERTISEMENT IN FRONT OF THE RESTROOMS


2 exhibitor banner units in front of one of the 8 restrooms at the fair, except restroom 5.

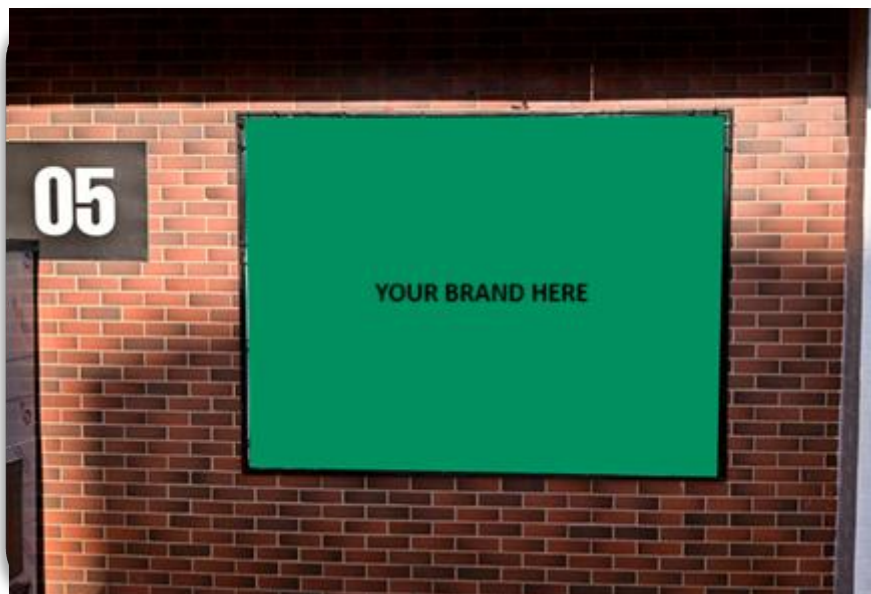
Restroom 5 – Female: 2 exhibitor banner units in front of the restroom

Restroom 5 – Male: 2 exhibitor banner units in front of the restroom

Exhibitor provides the artwork.

Artwork submission deadline: March 27.

 **Dimensions:**
1.60 x 1.20 m
Bleed: 0.05 m



Staff Uniforms General event staff

Sponsor's logo placement on the t-shirts worn by the entire Agrishow team, including:

- Reception staff
- Ticket office staff
- Press and International accreditation staff
- Administrative area hostesses
- Electric cart drivers

Worn every day of the event.

Agrishow layout; production is the sponsor's responsibility.

QUANTITY:

500 customized t-shirts



The t-shirt printing must comply with quality standards set by the event organization.

The layout must be approved by the event management.

Distribution of sunscreen Individual sachets

AGRISHOW OFFERS:

- Authorization to distribute sachets in the visitor parking lot and bus parking lot;
- Storage space to keep samples and materials;
- 8 invitations for fair access.

*Production/supply of 10ml sachet samples is the sponsor's responsibility (10,000 per day, with the event logo or name printed on the front).

**Uniformed promoters for distribution (hiring promoters and uniforms is the sponsor's responsibility).



Sampling

Distribution of promotional material at the turnstiles of the Yellow parking lot

Authorization only for the distribution of promotional material at two entrance booths of the Yellow parking lot / visitors (Ribeirão/Sertãozinho direction).

Two promoters can carry out this action, one at each booth;

This action requires approval from the trade show management;

Production, delivery of giveaways, promoters, and uniforms are the sponsor's responsibility.

QUANTITY:

7 quotas for the visitors' parking lot.

PERIOD:

Throughout the entire event.



10

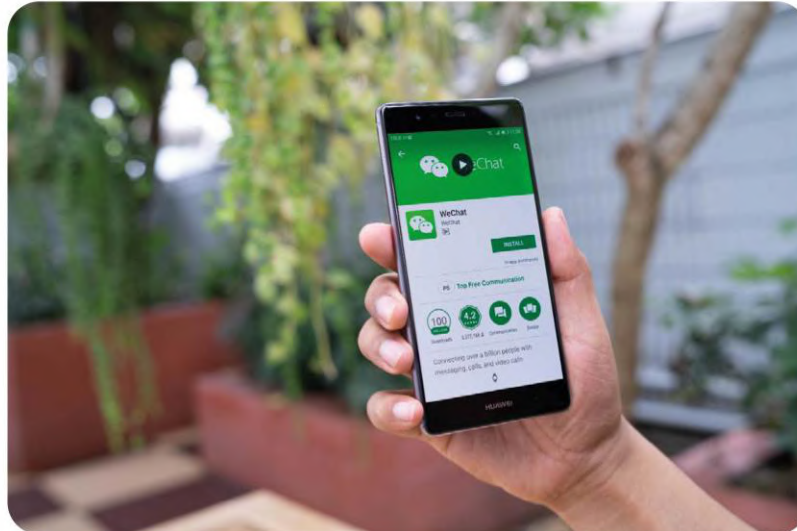
Quotas = 2
booth each

WIFI Guest

Pre-event: Sponsor's logo in the fair Wi-Fi promotional email (marketing)

- During: When logging in, you will have the option to apply the sponsor's logo or artwork. (Artwork must be submitted by the sponsor)
- During: Sponsor's logo on fair Wi-Fi promotional signs: up to 10 signs throughout the event. PVC sign size 30 x 42 cm.

2
quotas



Landscaping Maintenance

Sponsors are entitled to the communication:
"Company X maintains this area."

- Bank Square (Central Square):** "Company" maintains this area
– up to 10 signs, 60 x 40 cm
- Restaurant Area (Street 22):** "Company" maintains this area
– up to 8 signs, 60 x 40 cm
- Avenue D (Main):** "Company" maintains this area
– up to 22 signs, 60 x 40 cm

LOCATIONS:
A. Authorities' Square
B. Street 22 – Restaurants
C. Avenue D – Main

3
quotas



Avenue Sign Board

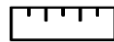
Space for displaying your company logo on avenue signage boards.

QUANTITY:

1 set of 21 signs per avenue (Avenue A – Avenue H)

Production handled by Informa Markets.

Deadline: March 27th



70x25cm



Street Sign at the Agro Solutions Arena

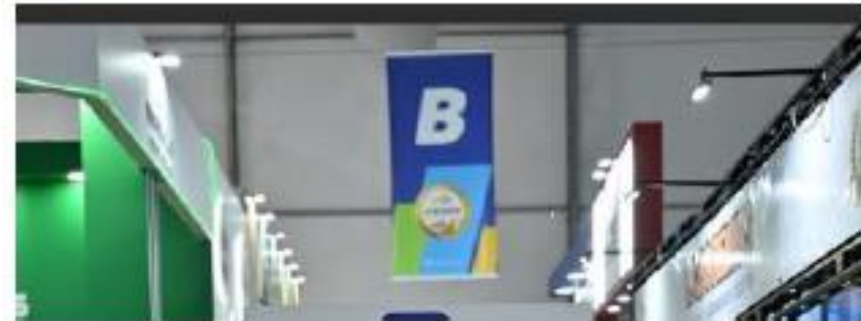
Application of the logo on the street signs at the Agro Solutions Arena.

2 signs per street – Streets A to J

Banner size: 2 x 1 m (full banner)

Production handled by Informa Markets.

Deadline: March 27th



Visitor Drop-off Billboard

Panel located at the bus drop-off area for visitors, on the side of the GREEN entrance.

Artwork provided by the sponsor.
Production and installation by Informa Markets.

Deadline for submission: March 27.

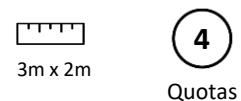


Visitor Boarding Billboard

Panel located at the bus boarding area for visitors, on the side of the GREEN entrance.

Artwork provided by the sponsor.
Production and installation by Informa Markets.

Deadline for submission: March 27.

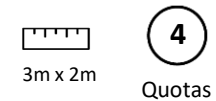


Visitor Drop-off Billboard

Panel located at the visitor drop-off area, on the side of the RED entrance.

Artwork must be provided by the sponsor.
Production and installation by Informa Markets.

Deadline for submission: March 27.



Headers of the Agro Solutions Arena Street 1

Agro Solutions Arena Headers – Street 1

Headers installed at the side entrances of Street 1 within the Agro Solutions Arena.

The exhibitor is responsible for providing the artwork.
4 headers per street. Dimensions: 5m x 1m

1 quota available

Artwork submission deadline: March 27



Agro Solutions Arena Headers Street 4

Agro Solutions Arena – Street 4 Headers

Headers installed at the side entrances of Street 4 in the Agro Solutions Arena.

Artwork must be provided by the exhibitor

4 headers

Dimensions: 5m x 1m

1 quota available

Artwork deadline: March 27



Mini Outdoor

Av. B

Outdoor – Avenida B (in front of the Agro Solutions Arena)

Stand out in one of the busiest avenues of the event and invite visitors to your booth!

Location: Avenida B, in front of the Agro Solutions Arena

Format: 5m (W) x 4m (H)

Artwork: Provided by the sponsor

Deadline for artwork submission: March 27

Production and installation by Informa Markets.

10

Quotas

Mini Outdoor

Street 4

Located on the side of Street 04 (Side of the Agro Solutions Arena)

FORMAT:

5 meters wide x 4 meters high

NOTE:

Artwork provided by the sponsor.

Ad submission deadline: March 27

Production and installation are the responsibility of Informa Markets.

10

Quotas

Instagrammable Mini Outdoor

Located on Avenue B, in front of the Agro Solutions Arena.

Opportunity to strengthen relationships with visitors.

Authorization for 1 promoter (provided by the sponsor)

FORMAT

5 cm wide x 4 cm high

NOTE:

Artwork created by Informa.

Logo submission deadline: March 27

Production and installation are the responsibility of Informa Markets.

2

Quotas



Credential Lanyard EXCLUSIVE

Authorization for sponsorship of the Agrishow credential lanyard.

(The sponsor will be responsible for producing the lanyards and delivering them in Ribeirão Preto.)

(The artwork must be approved by the event's marketing team.)

(Minimum of 45,000 lanyards.)



Street Totem – Outdoor Signage For exhibitors in the outdoor area

High visibility and brand exposure.

There will be a total of 19 totems, sold individually.

Each totem measures 0.90 x 1.80 m.

The sponsor will have their logo applied on all 4 faces of one street signage totem.

(The sponsor must submit their logo.)

Deadline for submission: March 27

(Production and installation are the responsibility of Informa Markets.)

(The sponsor can choose the totem number according to the following map.)



"Thank You for Visiting" Billboard

**Panel Located at the Exit of the Yellow
Parking Lot**

Artwork provided by the sponsor.
Production and installation by Informa Markets.
Format: 3 x 2 m – Box truss
Yellow parking lot (on the other side of the highway).

Deadline for submission: March 27.

EXCLUSIVE QUOTA



Welcome Outdoor

Panel located on the highway, near the Green entrance.
High visibility.
Artwork provided by the exhibitor.
Production and installation by Informa Markets.

Deadline for submission: March 27.

10m x 4m

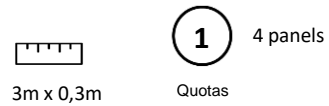
3
Quotas



Pedestrian Tunnel Red Entrance

Up to 4 sponsor display panels in the pedestrian tunnel.
Located at the Red Entrance.

Deadline for submission: March 27.



Pedestrian Tunnel Green Entrance

Up to 8 sponsor display panels in the pedestrian tunnel.
Located at the Green Entrance.

Deadline for submission: March 27.



Sponsorship: International Exhibitor Reception

Welcome International Exhibitors

Sponsor offers a welcome happy hour reception for Agrishow international exhibitors.

Sponsor's logo on promotional materials/invitations

Sponsor mention during the happy hour

Opportunity for the sponsor to speak – 5 to 10 minutes presentation possible

Networking opportunity with industry entities and consulates

Authorization to distribute branded giveaways

(The sponsor must submit their logo.)

(This authorization only; buffet cost not included.)



Guided Tour Sponsorship For International Visitors

International visitors will be invited in advance to participate in guided tours during the event.

A specialized Informa Markets team will present the fair, the sectors, and include a visit to the sponsor's booth.

Authorization to distribute giveaways during the booth visit.

The sponsor's logo will be applied to an 8-seat golf cart dedicated specifically to this activity.

There will be approximately 2 to 3 tours per day, depending on availability.

High brand visibility.

(The sponsor must submit their logo.)

(The application and rental of the golf cart are the responsibility of Informa Markets.)

EXCLUSIVE QUOTA



Blimp Above the booth

An excellent strategic sign for your trade show advertising!
Permission to install blimps above the booth
with the exhibitor's logo.

Production and installation are the responsibility of the exhibitor,
in compliance with the rules set forth in the exhibitor manual.



Blimp Arena of Agricultural Solutions

Authorization for installation of a blimp at the Agro Solutions
Arena
with the exhibitor's logo.

Production and installation are the responsibility of the
exhibitor, in compliance with the rules set forth in the
exhibitor manual.

2
Quotas



Blimp Yellow Parking lot

Authorization to install a blimp in the yellow parking lot
(across the highway) with the exhibitor's logo.
Production and installation are the responsibility of the
exhibitor, in accordance with the rules set forth in the
exhibitor manual.

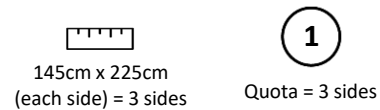
6
Quotas



Viewpoint Parking lot

Authorization for wrapping the parking lot overlook
Green with sponsor's artwork/logo.

Artwork, production, and installation are the sponsor's
responsibility.



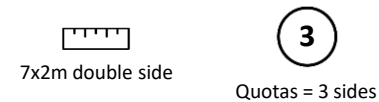
EXCLUSIVE QUOTA



Visitor walkway

Sponsor advertisement on the inside of the visitor walkway - next to the green
entrance. Measurements: 7x2m, double-sided. Exhibitor submits artwork.

Non-exclusive. Deadline: March 27



Brand promotion YELLOW PARKING / VISITOR

Authorization for the display of machines/equipment in the Yellow Parking/Visitor area.

This action must be pre-approved by the event organization.

2

Quotas



Water Distribution Blue and Yellow Parking Lots

Authorization for water distribution to visitors at the bus boarding area in the Blue and Yellow parking lots (across the highway).

The sponsor is allowed to hand out promotional flyers.

EXCLUSIVE QUOTA 2 points



Entrance Arch YELLOW PARKING LOT

Side Wrapping of the Entrance Arch – Yellow Parking Lot
Located on the opposite side of the highway, at the entrance arch of the yellow parking lot.

Artwork provided by the sponsor.

Production and installation by Informa Markets.

Deadline for artwork submission: March 27.

1,5m x 4,75m

2
Quotas



VIP Parking Lot

Agrishow is the only agricultural trade show to offer a VIP parking area, designed to welcome visitors who require special treatment with maximum comfort.

- Exhibitor's brand displayed on the front panel of the VIP Valet
- Authorization to use branded parking tags on vehicles (production at sponsor's expense)
- Authorization to distribute promotional flyers (promoter provided by the sponsor)
- 5 access badges to the fair during the event

VIP Valet is located near the Green Entrance of the event.



Easy VIP Parking Shuttle Sponsorship

- Sponsorship of the exhibitor shuttle from the Yellow Parking Lot to the Green Entrance of the fair.
- Sponsor's brand applied to the sides of 3 shuttle vans contracted for the service
- Authorization for sunshade installation or distribution of water, fruit, etc., inside the van (activation provided by the sponsor)

Easy VIP is located on the other side of the highway, at the Yellow Parking Lot.



TVs – CAEX (Exhibitor Service Center)

If your goal is to connect with our exhibitors and service providers, this is your best opportunity! Highlight your brand in the space they visit the most.

DESCRIPTION:

1 42-inch TV at CAEX (Exhibitor Service Center) displaying sponsor content.

FORMAT:

MP4 video up to 30 seconds long (no sound).
Display starts from the first day of event setup and continues until the end of the show.

3

Quotas (rotative)



Street Totem Agricultural solutions arena

Double-sided totems placed at strategic points in the Agro Solutions Arena to promote your brand.

FORMAT:

80 x 170 cm

NOTE:

Artwork provided by the sponsor.
Production and installation are the responsibility of Informa Markets.

Deadline: March 27

80cm x 170cm

30

Quotas





THE STRENGTH OF OUR ROOTS

Contact our sales team

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**APRIL 27
TO MAY 1**

2 0 2 6

8A.M - 6P.M

RIBEIRÃO PRETO
SP • BRAZIL



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